

# **Introduction To Travel And Tourism Industry**

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## **Chapter 1: Tourism Overview**

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## **TOURISM: MEANING AND DEFINITION**

It is difficult to define tourism exactly. For some, tourism is an industry; for some, it is an activity. If an industry is defined as a collection of a number of firms that produce similar goods and services in competition with each other, then tourism cannot be conceived as an industry, because tourism offers complementary services.

Tourism is not an industry; it would be better to call it an activity. It is an activity that takes place when people move to another place for leisure or for business and stay there for at least 24 hours. Tourism and travel are not synonyms. All tourism involves travel but not all travel is tourism. All tourism occurs during leisure time but not all leisure is given to tourist pursuits. Tourism means the business of providing information, transportation, accommodation and other services to travellers. The travel and tourism industry is made up of companies that provide services to all types of travellers, whether travelling for business or pleasure. Tourism moves people from one region of the world to another.

Concept of Tourism and Industrial Background is unique. It involves an industry without smoke, education without a classroom, integration without legislation and diplomacy without formality. Tourism, as a form of education, is a part of civilized existence. Tourism allows people to escape from their

routine humdrum of life; travel provides that change. However, the level of satisfaction achieved from tourism depends on the age, health, energy and background of the individual. The younger and better educated travel more than the elderly and the less educated.

- 1- “the sum total of operators mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or region”.
- 2- tourism is the totality of the relationship and phenomena arising from the travel and stay of strangers, if the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity.
- 3- “Tourism denotes the temporary, short-term movement of people to destinations outside the place where they normally live and work including their activities during their stay at these destinations”.

Revolution in transport, technological progress and the emergence of a middle class with time and money to spare for recreation, has led to the growth of tourism, ‘the modern holiday industry’.

**Definition of a tourist:** A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor) if his /

her trip includes an overnight stay, or as a day visitor (or excursionist) otherwise.

Definition of a tourist Keeping in mind the above descriptive definition of tourism, the self portrait of a tourist is as follows:

‘foreign tourist’ as “Any person visiting a country, other than that in which he usually resides, for a period of at least 24 hours”. The following persons are considered tourists within this definition:

1. Persons travelling for pleasure, for domestic reasons, for health etc.
  2. Persons travelling to meetings or in a representative capacity of any kind (scientific, administrative, diplomatic, religions, sports etc.)
  3. Persons travelling for business purposes
- Concept of Tourism and Industrial Background
4. Persons arriving in the course of sea cruise, even when they stay for less than 24 hours

The following categories were not to be recognised as tourists:

1. Persons arriving, with or without a contract of work, to take up an occupation or engage in any business activity in the country

2. Persons coming to establish a residence in the country, a student or young person bonding with an establishment or school

3. Residents in a frontier zone and persons domiciled in one country and working in an adjoining country

4. Travellers passing through a country without stopping even if the journey takes more than 24 hours

**Tourist:** The UN/WTO (World Tourism Organization) defines visitors as “any person travelling to a place other than that of his/her usual environment for less than 12 months and whose main purpose of the trip is other than the exercise of an activity remunerated from within the place visited.”

Visitors are further sub-divided into two categories:

tourists, who must stay one or more night in the place visited, and same-day visitors, comprising visitors who visit a place and return the same day (without overnight stay).

This definition recognizes the following categories as characterizing the main purpose of travel for tourists:

(a) leisure, recreation and holidays,

(b) visiting friends and relatives,

(c) business and professional (including for study),

- (d) health treatment,
- (e) religion and pilgrimage, and,
- (f) sports.

2 Tourist households: A household in which at least one member was a tourist during the reference period.

Tourist trips: A trip is defined as consisting of both travel to the destination(s) as well as return to the usual environment of the visitor. A trip is counted as part of tourism if it conforms to the definition of tourist travel given earlier.

**The definition rely on some elements:**

1- The distance factor. 2- Moving from one residential area to another. 3- Duration of stay. 4- Provides the element of desire to travel. 5- The purpose of the visit.

The types of tourism activities and their applications vary according to many indicators of environmental giving to the natural attractions of environmental resources, or urban construction, or the cultural, historical and civilizational component, etc., and there is no reason to doubt that the difference in the types of tourism constitutes a need to match different symbolic and mental images when conceiving Tourists, in which each tourist seeks the appropriate type of tourism to achieve on the basis of the effect that he wishes to acquire in his psyche and apparent behavior, and the resulting moral values, or



an understanding of intellectual philosophy, or economic construction, and the goal of diversifying tourism activities and events is due. Due to the difference of those inclinations and desires of tourists according to what they desire and aspire to achieve, and on the basis of this, tourism applications can appear in the structure of tourism construction from residential, recreational, therapeutic, religious, scientific, and other projects, and the species is not required to overlap with. Among them, this is subject to the will of the tourist and his decision to choose.

- Tourism is about a temporary or short-term movement away from the place where a person normally lives and works. The tourist intends to return home at the end of the visit. The length of the visit may be from just one night up to one year. Most tourist trips are taken as holidays lasting one or two weeks but many business trips last only one night and ‘gap year’ students might be travelling for several months.
- Tourism usually, but not always, involves staying away from home. People travelling outside of their home area are called day visitors who are taking part in excursions.
- Tourism is not only related to leisure although most tourism activity takes place during leisure time. People become tourists for other reasons including business, visiting friends and relatives, education purposes and health purposes.
- Tourism is also about the activities which people do while at the destination they are visiting. These activities might include

sunbathing, visiting a theme park, taking part in a religious ceremony, skiing or attending a business conference.

Tourists can be grouped in many ways including where they come from.

**Visitor Definition:** A visitor is a traveler who travels to a main destination outside his / her usual environment, regardless of the main motivation (business, leisure or other personal purpose) other than being recruited by a permanently existing subject in the country or place of visit.

**‘visitor’** any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited. This definition covers the following:

1. Tourists, i.e. temporary visitors staying at least twenty four hours in the country visited and the purposes of whose journey can be classified under one of the following headings:

- Leisure (recreation, holiday, health, study, religions and sport)
- Business, family, mission, meeting

2. Excursionists, i.e. temporary visitors staying less than twenty four hours in the country visited (including travellers on cruises)

## **CONCEPT OF TOURISM**

The concept of Tourism is based on making travel from one place to another comfortable, in terms of travel, food and

accommodation. The studies carried out in the field of tourism reveal that travel and tourism had been an important social activity of human beings from times immemorial.

## **TOURISM, RECREATION, LEISURE AND THEIR INTERRELATIONSHIP**

Recreation is any activity people choose to do during their leisure or free time for the fun, pleasure or satisfaction it provides. Recreation is better known as an act of diversion: an activity that diverts, amuses, refreshes or stimulates the mind, body and soul. Recreation planning is a people-oriented process that brings together information about the rational allocation of recreation and sport resources to meet the present and future requirements of people at state, regional and local level. Recreation therapy is the use of leisure activity to achieve a treatment goal. Therapeutic activities can include art, friendship development, dance, outdoor experiences, therapeutic sports and more. Recreation therapy can be done in many different settings, such as hospitals, rehabilitation centres, nursing homes, community parks departments and independent living centres. Outdoor recreational activities are undertaken in a natural environment and these activities include an educational process that facilitates leadership, interpersonal and management skills.

## **History of tourism development**

Tourism is, however, a recent invention. The word was unknown in the English language until the last century, and increasingly came to have a somewhat suspect meaning, describing group travel of the cheaper kind, with an element of an insular dislike of strangers and foreigners. In contrast, the words travel and traveller were respected, reflecting the quality of the earlier travellers who were associated with the rich, educated, or aristocratic and society leaders. Thus travel for recreation and as an enjoyable activity was a relatively new concept. In medieval times and almost up to the end of the sixteenth century the population living in agricultural communities was static, rarely moving from the village or local area. Even with the beginning of the industrial revolution, which was making a slow start in the eighteenth century in urban and factory development, a richer 'elite' class alone enjoyed leisure and travel, while the workers worked in situ. Indeed as industrialization got under way, according to Pimlott (1947), leisure time or holidays where they existed tended to decrease. The Bank of England closed on 47 days in 1761, but on only 4 days by 1834. While there had always been some travel due to wars or on pilgrimages, by government officials, landowners, clerics, university students and teachers, the volume was very small and entirely purposeful or specialist. The expansion of tourism with the growth in population and wealth in the

eighteenth century was stimulated by the classic determinants of demand – leisure time, money and interest –Development can be followed in four distinct stages (discussed below), greatly influenced by transport changes, since transport is the key service in the business of going away from home to a new destination. The introduction with industrial technology of cheap and safe travel, with a major reduction in journey time, had a dramatic effect on the lives of the population in Britain and other European countries, and in the new colonized lands of North America and other continents transport influenced travel to a greater extent than perhaps any of the other forces released by the revolution in wealth-creating industry. However, the improvements in transport did not create tourism. The latent interest or demand was already there. Wealth in the form of disposable income was an essential requirement, and lifestyles or fashion proved to be as important in the early days as they are today, even if the concept of marketing had not been invented. As we shall see, although the pioneers in the trade had never heard the word they were in fact very good in practice. In the early stages each improvement in transport created quickly more traffic than was expected, and more traffic than the new resources could bear, a phenomenon known to this day. The beginnings of tourism – the four stages Prehistory tourism The first of the four stages covers the long period of what might be called prehistory tourism: the medieval times and into the early

seventeenth century when the first signs of industrial growth began to affect the way of life which had been established over the centuries. Gradual increase in wealth, the extension of the merchant and professional classes, the effects of the Reformation and the secularization of education stimulated interest in other countries, and the acceptance of travel itself as an educational force. Transport The railway age represented the second stage when steam trains and steamships transformed travel opportunities. Rapid growth of population and wealth created an enormous new market in a short period of time. Mass travel was invented and with it resort development and the introduction of the travel trade of agents and tour operators with new marketing methods such as organized tours, travel packages and posters and brochures. These remain as key marketing tools today. Although transport was a major factor in growth, there were other essential elements and also some problems because, as today, the coordination of transport plans and tourism policies or projects was limited or inadequate. They are distinct but evidently related areas of mutually dependent activity. Development of accommodation and resort infrastructure generally followed expansion of transport capacity and traffic movement with some delay and uncertainty. The interwar period The third stage, almost an interregnum, is represented by the interwar period between 1918 and 1939. The full flowering of the age of railways and steam was halted abruptly by the First

World War in 1914. As has happened before and since, the war gave a great impetus to some forms of technical development very helpful in the longer term, notably the expansion of road transport and considerable investment in aviation. However, it was above all the age of the motor car. New fashions were introduced; in what might be called social tourism, through the extension of holidays with pay; an extension in a variety of recreational and specialist leisure activities; camping and caravanning; the spread of youth hostels; cheap transport and tours by motor coach. A substantial growth in foreign travel occurred. Many of the organizing interests were run by noncommercial or voluntary bodies. Once again expansion and experimentation was hindered by the great depression of 1930 and finally brought to a halt by the Second World War in 1939–45. Tourism take-off The period from 1945, through the postwar years up to the present time, represents the fourth or ‘take-off’ stage. It has been an era of revolution in technology, massive industrial development and change, which resulted in related acceleration in wealth creation and escalation of disposable incomes. Far-reaching changes in individual lifestyle and in personal and group communication have proved to be new factors in moulding society. Furthermore, the speed and scale of change has greatly increased.

## **Phenomenon OF TOURISM:**

is a complex phenomenon, which comprises of the basic idea of shifting a traveller or a group of tourists from one place to another, feeding them, making accommodation available, making various opportunities of entertainment available {either active or passive participation} and returning them back to their homes. In the modern era, various tourism offices, agencies, international organization, are held to get the uniformity in the respective tourist traffic. Following are merits with reference to the economic impact. However, tourism is also a form of leisure and when leisure becomes an industry, culture is exposed to possible adverse impact. As we have seen, tourism has two faces - the positive side and the negative one. The possible positive and negative impact on culture has again to be seen from two angles. In the narrower sense, we have to look at the impact on the physical-cultural endowments, i.e., cultural heritage and products such as monuments, museums etc. In the wider sense, we have to look at the impact on the socio- cultural ethos of a place. Culture of a society is not simply its art, architecture and monuments but extends to the everyday life of the people and the environment around that lifestyle.



## **Chapter 2: The Importance of Tourism**

**The positive Socio-Cultural Impacts of Tourism**

**The Negative Socio-Cultural Impacts of Tourism**

**Social and Cultural Aspects of Tourism**

**Impacts of Tourism Development on The Social lives of The Host Communities**

**Social Aspects**

**Cultural Aspects**

**Tourism Industry Affects Economic Growth in Different ways.**

**Economic Impacts of tourism and its influencing factors**

**Economic aspects of tourism**

### **The positive socio-cultural impacts of tourism**

includes the benefits to the host communities arising from, development of social networks, improved sense of belonging, enhanced understanding and appreciation for the importance of the local area. These factors lead to an increase in social capital flow along with increase in tourism

In addition, the positive socio-cultural impact of tourism includes community enrichment. Tourism gives local communities the chance to meet people of different cultures, backgrounds, and lifestyles. There takes place demonstration effect in the host country due to mixing of diverse culture from tourists lead to improved lifestyles and practices , tourism leads to the betterment of local infrastructure and contributes to positive socio-cultural impact arising from tourism. Other common devices arising include an increase in income level, ameliorated health care, and education resources. Also, tourism helps in the improvement of the regional image of the host country. At the same time, it enhances the infrastructure construction in the region to become conducive for tourists. This further contributed to the improvement of recreational activities and the quality of life of natives , tourism helps in the protection of cultural heritage. It is beneficial culturally as it allows accurate interpretation of resources available to the native and creates an authentic visitor experience. This further provides stimulation for an increase in revenues from cultural resources.

It further promotes the transmission of cultural and historical traditions that contributes to the protection of local heritage, cultural arts, and crafts

### **The Negative socio-cultural impacts of tourism**

Despite there being positive influence of socio-cultural factors on tourism, Among the negative factors of tourism impacting the living conditions includes racial discrimination as well as those arising from disparities in wealth, income, and discretionary spending. These lead to negative sentiments and social intolerance ,Other negative influences of tourism on living conditions include resettlement of traditional communities, crime, prostitution, littering, population size, increase in traffic congestion, and traffic accidents. Also, tourism can lead to a shortage of goods and services for the native population , The negative socio-cultural influence of tourism on living conditions also include difficulties of sustainable development, sporadic violence, and absence of shopping establishments and spaces , Occasionally the local culture may also get negatively impacted due to tourism, for example, a decline of native culture and social order being disturbed . Tourism may even impact the religious and community values of host nations. Such as through the introduction of new food and cuisine negatively impacting the native dietary culture, introduction of drinking rituals, alteration in dress codes , the negative impact of tourism on socio-cultural

setup is also observed on the parameters of the lifestyle of the host region. The breakdown of the conventional relations and family structure . The change in behavior further poses a threat to community fabric, ceremonies, collective conventional lifestyles, and morality to threaten indigenous identities , tourism might lead to alteration in the behavior of young generations to impact the language and tradition of the host country adversely. Also, there is a risk for the natives to face exploitation and cases of antipathy between the tourists and locals .

Tourism development can bring about the benefits to a destination, but at the same time the host society may be adversely affected by it.

Community problems associated with tourism development can usually be categorized into the following aspects:

### **Social and cultural aspects of tourism**

it is intended to examine the main areas where tourism can influence the sociocultural norms of a society.. A tourist infrastructure of facilities based on Western standards has to be created even in the poorest host country. This tourism infrastructure provides the mass tourist with the protective ‘ecological bubble’ of his accustomed environment. In many countries, tourists are not sensitive to local customs, traditions and standards. Offence is given without intent. In a sense, foreign visitors do not integrate into a society, but rather

confront it. Where large numbers of tourists, often of one nationality, arrive in a country, reaction is inevitable. Tourism Reaction may take two forms: either a rejection of foreign visitors by locals, or an adoption of the foreigner's behavioural patterns to constitute a social 'demonstration effect', where local people copy what foreigners wear and do. In both cases, problems will arise. Very little attention has been given to the relationship between the scale or volume of tourism and its impacts on societies. This relationship is subsumed into the question of the carrying capacity of a destination, For example, the Seychelles has established a growth limit of 4000 bed spaces in its tourism sector development plan. Why is it 4000 rather than 5000 or perhaps even 3000? To some extent the capacity limit is determined by individual locations and the availability of infrastructure; but there is also a strong but indeterminate notion of the possibility of overcrowding in some locations.

Effects on social behaviour and values When tourists enter the host country, they do not just bring their purchasing power and cause amenities to be set up for their use. Above all, they bring a different type of behaviour which can profoundly transform local social habits by removing and upsetting the basic and long-established norms of the host population.. During the tourist season, the resident population not only has to accept the effects of overcrowding, which may not exist for the remainder of the year, but they may be required to modify their way of life

(increase in seasonal work, shift working) and live in close contact with a different type of visiting population, mainly urban, who are there simply for leisure. A decline in moral and religious values is also not uncommon and may show itself through increased crime levels. Not only are local attitudes changed, but the targets and opportunities for criminal activity are increased. As tourism is essentially a human activity, it is desirable to avoid conflict between visitors and the host community. Human relations are important, since the excesses of tourism may have very damaging repercussions: the transformation of traditional hospitality in many countries into commercial practice results in economic factors superseding personal relationship. Further effects may be the appearance of consumerist behaviour, relaxation of morals, begging, prostitution, drugtaking, loss of dignity, frustration in failing to satisfy new needs.. However, tourism may become the guarantor of the maintenance of certain original traditions which attract the holidaymaker. It is important to protect and maintain the cultural heritage and deal with connected problems: the illegal trade in historic objects and animals, unofficial archaeological research, disappearance of high-quality craft skills, etc... On a social level, well-organized tourism can favour contacts between holidaymakers and the local population, will encourage cultural exchanges, will lead to friendly and responsible enjoyment and finally, will strengthen links between countries.. The income

and employment opportunities arising from tourism provide a stability to community life. 2 Tourism accentuates the values of a society which gives growing importance to leisure and relaxation, activities which demand a high quality environment, e.g. Scandinavian countries. 3 With proper management, tourism can ensure the long-term conservation of areas of outstanding natural beauty which have aesthetic and/or cultural value, e.g. National Parks in the USA, Ayers Rock in Australia. 4 Tourism may renew local architectural traditions, on the condition that regional peculiarities, the ancestral heritage and the cultural environment are respected. It may also serve as a springboard for the revival of urban areas, e.g. Glasgow, Scotland. 5 Tourism contributes to the rebirth of local arts and crafts and of traditional cultural activities in a protected natural environmental setting. Tourists can be seen arriving at airports and spending money.. The notion of sustainability has been applied to tourism. Planners are becoming more aware of the need to see tourism development within a long-term perspective. It is no longer sufficient to view tourism development in simple terms of costs and benefits. Increasingly,. Hence emphasis is being given to involving the host community in both the planning and management of tourism development, In relation to tourism planning, protecting the interests of the local community is as important as ensuring the long-term welcome and acceptance of tourists;, international tourism, certainly more

than domestic tourism, tends to confront a host community rather than integrate into it. The main reason is that tourists are short-stay visitors carrying with them their own cultural norms and behavioural patterns.. A further difficulty can be the existence of a language barrier which itself may be a major factor limiting visitor understanding of the host community. limiting social interchange between tourists and residents. These difficulties will create problems, and require some form of tourism 'education' for visitor and host. In some areas, the tourist–resident ratio is very high, and when this ratio is intensified by a seasonal demand factor it can cause very great stress on local economies and communities. Access to shops, transport, beaches and specific tourist attractions may be subject to overcrowding, delays, queuing and, often, rises in short-term prices , The development of youth tourism, in particular, will tend to generate long-term advantages, not only in relation to repeat journeys, but in a wider understanding of cultural differences. Domestic tourism will avoid most if not all of the sociocultural aspects relevant to international tourism. As domestic tourists are usually citizens of the country their cultural background will allow them to assimilate into the visited destination. Often language and religion constitute no barriers to travel or communication. In some countries, such as Iran, Pakistan and Oman, emphasis is given to attracting tourists from Islamic countries and also on creating cultural tourism



where visitors are likely to be more sensitive to the norms of the host societies

### **impacts of tourism development on the social lives of the host communities**

- 1- Tourism has created more employment opportunities
- 2- Tourism has increased income
- 3- Tourism has improved the housing condition in the community
- 4- Tourism has improved the general infrastructure in the community
- 5- Tourism has helped to eradicate/reduce drug abuse among the youths in the community
- 6- improved the standard of living of the residents in the community, tourism has improved the quality of life of the people of the community
- 7- , tourism has helped to reduce/eradicate drug abuse among the youths in the community, that prostitution has greatly increased due to the influence of tourism
- 8- that tourism development has helped host communities to recognise their value systems, tourism development has contributed to social development, tourism has brought about economic breakthrough
- 9- tourism development has affected the sustainability of local social lives in ways other than those listed above.

TOURISM AND THE ENVIRONMENT , the link between tourism and the environment has been emphasized as one that has been assuming greater significance, particularly with the rise of the sustainability debate. Yet this relationship between tourism and the environment has evolved over a much larger time period, namely the last 50 years., increasing pressure was put on natural areas for tourism developments. Together with the growing environmental awareness and concerns of the early 1970s the relationship was perceived to be in conflict. During the next decade this view was endorsed by many others ... at the same time a new suggestion was emerging that the relationship could be beneficial to both tourism and the environment. To foster a beneficial relationship between tourism and the environment requires public sector intervention to plan and manage each element, common problems resulting from tourism, including wear and tear on the urban fabric, overcrowding and social and cultural impacts between the visitors and local communities. where the effects may be positive in inner city environments (that benefit from tourism-led regeneration), but more negative as one passes into other tourism environments (e.g. coastal areas, rural areas, upland and mountain environments). Depicting this dependent relationship between tourism and the environment, Tourism and the environment In the absence of an attractive environment, there would be little tourism. Ranging from the basic attractions of

sun, sea and sand to the undoubted appeal of historic sites and structures, the environment is the foundation of tourism. the highly dynamic nature of the coastal environment and the significance of mangroves and the limited coral sand supply for island beaches in particular, any development which interferes with the natural system may have severe consequences for the long-term stability of the environment. As a result, inappropriate tourism development on coastal areas creates.

- erosion, where vegetation clearance exposes the beach to sea storms, and building activity on beaches makes sand deposits loose and more vulnerable to erosion

- the salination of fresh ground water sources, which are usually in limited supply

As a result tourism's environmental impacts

- environmental degradation and pollution
- the destruction of habitats and ecosystems
- the loss of coastal and marine resources
- coastal pollution
- impacts on ground water.

### **Social Aspects:**

- 1) Lifestyles (i) Congestion - By using facilities and resources in the destination, tourists can have a serious impact on host's daily life: • Tourism may for example lead to water shortages as aggregate demand for water is greater than supply. This phenomenon may be worsened

by the demographic processes. The described forms of congestion usually occur when a rapid pace of development or marked seasonality is combined with a large number of tourists compared with local population.

- Possible friction between visitors and local residents over shared usage of local recreational facilities.
- Additional demands on social services and supporting infrastructure
- Conflict of land use that leads to segregation where tourists stay in luxurious areas isolated from the host's residents.

(ii) Transformation of forms and types of occupation

- Tourism offers new employment opportunities, which may draw workers from other sectors of the economy - for example, agriculture - with consequent effects on class or social structure.
- Tourism can place people, especially women and young people, in a financially less dependent position. This can drastically alter hierarchical structures in society.

(iii) Health problems

- Tourism may give rise to health problems in at least two ways. First of all, by moving around the world tourists may spread diseases such as AIDS, cholera or malaria.
- Second, the movement of tourists or of people employed in the tourism industry may lead to excessive use of

facilities such as sewage treatment which may present health risks.

## 2) Moral Issues

- Tourism may be used as a scapegoat for a general loosening of morals. Although there have been many discussions on the relationship between tourism and prostitution based on the above hypotheses, not much evidence has been found concerning whether tourism directly leads to prostitution. (ii) Crime Generation Comparing with prostitution, it is easier to collect data on crime and delinquency. However, same as prostitution, it is believed that there is a relationship between tourism and crime although there is not much data to prove it. There are three factors that can influence relationship between tourism and crime rate are:

- The density of the population during the tourist season; The location of the resort in relation to an international border;
- The per capita incomes of hosts and tourists, large differences between them tending to encourage robbery

## **Cultural Aspects**

### 1) Demonstration Effects

- Local residents especially young people attracted by the tourists' clothing, eating habits, spending patterns and their

lifestyles. Eventually, they are adopting tourist behaviours, and this is called the demonstration effect.

- The consequences associated with demonstration effect are often local residents' feelings of frustration, antagonism and resentment. Examples: · Antagonism developed in local residents especially young people when there are differences between their own lifestyles and that enjoyed by the tourists'. · Older people can also become frustrated with tourism development. On the one hand they see the advantages of tourism in terms of employment and income, but on the other hand they see the disadvantages, for example in terms of loss of culture. This ambiguous attitude may produce feelings of resentment.

2) Commodification of Culture There should be no compromise between authenticity and tourists' preference. Unfortunately, culture is often modified to suit the tourists' preferences and packaged as a commodity with a price tag.

- Tourism often leads to the commercialization of art forms and especially handicrafts. Artefacts with cultural or religious meaning are sought by tourists as souvenirs. As more and more tourists visit a destination, souvenir production is increased, often leading to mass production. In the process, the cultural artefacts may lose their cultural meaning. Furthermore, the disappearance of traditional artistic design, art and craft forms, particularly those with deep religious and mythical affiliations

- Culture with a price tag: Cultural costs altering locally promoted ceremonial or traditional values to suit tourists' preferences. The pursuit of economic gain is conducted at the expense of cultural breakdown .

### **Tourism industry affects economic growth in different ways.**

- 1- First, tourism is one of the main sources of foreign exchange earnings for many countries
- 2- Tourism expenditures generate income for the host economy and can stimulate the investment necessary to finance growth in other economic sectors.
- 3- Some countries seek to accelerate this growth by requiring tourists to bring in a certain amount of foreign currency for each day of their stay
- 4- tourism has the ability to generate employment . For example, , Tourism can generate jobs directly through hotels, restaurants, nightclubs, taxis, and souvenir sales, and indirectly through the supply of goods and services needed by tourism related businesses.
- 5- tourism income contributes to government revenues in two ways. Direct contributions are generated by taxes on incomes from tourism employment and tourism businesses, and by direct levies on tourists such as departure taxes .
- 6- Indirect contributions come from taxes and duties levied on goods and services supplied to tourists.

- 7- tourists contribute to sales, profits, jobs, tax revenues, and income in an area.
- 8- The most direct effects occur within the primary tourism sectors --lodging, restaurants, transportation, amusements, and retail trade. Through secondary effects, tourism affects most sectors of the economy.
- 9- An economic impact analysis of tourism activity normally focuses on changes in sales, income, and employment in a region resulting from tourism activity
- 10- Increased foreign exchange earnings from hotels, restaurants and tourism-related groups such as guiding and the informal sector, increased employment particularly for women, increased access to foreign direct investment, revenues from under-exploited natural resources and possibilities for differential taxation of tourists,
- 11- increased Gross Domestic Product, both direct and as a result of the multiplier effects of tourism revenues, particularly to the informal sector,
- 12- The economic benefits have to be weighed, however, with the costs that may arise: inflationary pressures due to tourist demand, costs of infrastructure development, leakage to international investors or corporations

**Economic impacts of tourism and its influencing factors –**



- negative economic effects of tourism for destinations are rising prices due to imported inflation and increasing demand
- rising taxes because governments need to finance costly tourism infrastructure
- “The economic contribution of tourism refers to tourism’s economic significance – to the contribution that tourism-related spending makes to ... Gross Domestic (Regional) Product, household income, value added, foreign exchange earnings, employment
- economic impact refers to the changes in the economic contribution resulting from specific events or activities that comprise ‘shocks’ to the tourism system.
- definitions of economic impact underlining this understanding: “Economic impacts are the net changes in new economic activity associated with an industry, event, or policy in an existing regional economy” .
- “Economic impact is the best estimation at what economic activity would likely be lost from the local economy if the event, industry, or policy were removed” .
- the concept of leakages, occurring in the form of imported intermediate input from outside the country/region but also in the form of profit transfer to external headquarters or tax payments to a government.

- the economic contribution/impact of tourism refers to the actual expenditures of visitors. In economic valuation terminology, these expenditures represent the visitors' revealed willingness to pay
- on the national level, the effects on the foreign exchange earnings are of great importance.
- negative externalities (increased pollution, congestion, despoliation of natural fragile environments, adverse sociocultural impacts...), rising prices, opportunity costs of tourism activities, deadweight costs related to government subsidies for tourism projects, capital costs of tourism investments (loans x interest rates)
- **INDIRECT Effects** Net economic benefit of tourism Job creation, income generation, foreign exchange earnings increase, increase tax revenues, stimulation of investments, diversify industry structures, promote regional economic development, preservation of valued natural environments, increased variety of attractions, increased opportunities for socio-cultural exchange
- while on the trip, travelers spend money for gas, food, road toll, accommodation for stopovers, etc. Two problems occur: First, most transport expenditures are booked and paid for in advance in the source area and the area crossed by airplanes, trains or ships does not gain any benefits.

- at the destination, tourists pay for accommodation, gastronomy, groceries, activities, souvenirs, services, etc. Thus, for a regional economic analysis (for instance of events or specific attractions
- sum up the basic requirements for any analysis of the economic contribution/impact of tourism: (a) number of visitor days; (b) spending amounts per visitor; (c) types of visitors and trip purposes;
- domestic and international tourists cause similar general economic impacts; both groups generate employment, incomes, contribute to tax and other revenues, and through locational decisions contribute to regional development. As a global phenomenon, domestic tourism is estimated by the WTO to contribute approximately 80 per cent of all tourism trips, although with a much lower proportion of total tourism spend, but is a major force in tourism. That disproportionate emphasis is given to international tourism is based largely on its foreign exchange potential. In many developing countries the domestic tourism market is small and economically insignificant. It is not only the expenditure of the visiting international tourist which is of importance but also the ancillary expenditure, eg. transportation costs. A French visitor to Australia travelling on Qantas airline would contribute a foreign exchange credit to the Australian economy. A ticket

purchased on Air France would effectively remain within the French economy.

- Economic impacts of tourism The main economic impacts of tourism relate to foreign exchange earnings, contributions to government revenues, generation of employment and income, and stimulation to regional development.
- It is still prevalent in most developing countries to have limits on the amount of foreign currency made available to citizens for travel abroad for leisure purposes, in order to conserve scarce foreign exchange reserves. Domestic tourism therefore can still be of considerable significance in relation to the national economy. Unlike international tourism, domestic tourism represents a transfer of purchasing power within the economy.
- International economic impacts It is now generally accepted that international tourism constitutes one of the most significant of global trade flows. It is probably the biggest sector in the world economy. less prone to economic fluctuations than other sectors.. International tourism has two main impacts; first, in trade, and secondly, in its redistributive effects. The trade effect is a characteristic of tourism demand. As tourists travel to visit countries, the act of travelling itself stimulates trade. Most long-haul travellers travel by air. Most aeroplanes are

manufactured in and then exported from the USA. At the destination the tourist might use accommodation owned and managed by non-residents and consume some food and drink not supplied domestically. For example, a German tourist visiting Sri Lanka might arrive on Air Lanka using a DC10 aircraft (made in the USA), stay in a foreign owned and managed hotel (Taj Group India), and eat Australian beef. To the tourist receiving country these imports represent leakages. To the international economy they constitute trade opportunities and generate exports. The redistributive effect of international tourism refers to the fact that most international tourists come from high-income developed countries and spend a part of their discretionary income in lower income countries by the purchase of holidays. In this sense some of the surplus spending power of the richer countries is through tourism redistributed to other countries, many of them being in the developing world. The relatively wealthy countries of Western Europe and North America are major generators of tourists. Those countries with high surpluses on balance of payments, such as Japan, encourage residents to travel abroad as one means of reducing and redistributing the surplus. These redistributive effects are important as they provide for developing countries one of the very few opportunities to enter tariff-free export development.

International tourism has specific impacts on the tourist receiving countries.

- Payments for goods and services to support the tourism sector are said to be 'leakages', i.e. part of the tourist expenditure leaks out of the economy to pay for necessary imports. Very few countries, if any, have the resources and means to supply total tourism demand. Encouragement of domestic production will not only reduce the leakages of foreign exchange, but generate employment and income. The less developed the country or the more open the economy, the greater the leakages are likely to be. An open economy is one which is highly dependent on imports to sustain its activity. Planning must take into account what is possible. To identify possibilities is the first stage in reducing dependence on a high level of imports. Contribution to government revenues Contributions received by government from the tourism sector may be direct or indirect. Direct contributions arise from charging taxes on income; for example, private and company incomes generated by tourism employ- ,Indirect sources of income will mainly comprise the range of taxes and duties levied on goods and services supplied to. A bed tax – a percentage levied by government on the sale of a night's accommodation – will be paid by all users, but in specific regions tourists will be the main users. Indeed, the

implementation of the levy originally may have been seen as a means of raising revenue from tourists..

- in all countries governments provide general services which benefit tourism, e.g. communications, health and police services. It is perhaps this 'hidden' investment which many people fail to realize. Government has a very supportive role to
- Direct employment is defined as jobs which are specifically created by the need to supply and serve tourists. Tourism, however, requires a large input from the construction sector, and those workers employed on building tourism facilities constitute a backward linkage from the tourism sector. These jobs in relation to tourism may be regarded as being indirect in the sense that they will be diverted to other sectors of the economy requiring construction services work when tourism reduces,. In tourism there is a growing number of highly skilled and well-paid jobs in, for example, large multinational companies, new technology, aviation, and in the marketing of tourism resources and attractions. Every productive sector will have a hierarchy of jobs. The real challenge in tourism is to ensure that nationals can progress up that hierarchy of employment. This again is a policy area, but policies cannot be developed without data to provide a profile of jobs. This profile will help to identify needed

skills and where and how these skills might be developed. Without this approach, the need to employ foreign experts over an extended period of time will not only constitute a leakage from the economy, but may give rise to social and political unrest. Much of the required training for human resource development can be identified from data reflecting the number and types of jobs created in the tourism sector.. In an international sector like tourism, it is not simply a matter of job creation, but also the availability of qualified persons to take up these jobs

- In economic terms, tourism can generate many benefits, including employment and income, and perhaps improved infrastructure as a consequence of tourism development. In social terms, tourism activity in otherwise economically underdeveloped regions may provide a means of maintaining a level of economic activity sufficient to prevent migration of people to more developed areas of a country. In most developing countries tourism is given government support because of its potential to earn foreign exchange. At the national level this potential might be given the highest priority. It may also be noted that in many developing countries tourism-generated incomes are often higher than average income levels
- Regional development The regional impacts of tourism are often one of the major attractions for economic planners.,



Tourism helps not only to stimulate economic activity in such regions, but perhaps is the only realistic alternative to low-income agriculture. In the developing world, economic planners are putting more emphasis on how to create and stimulate rural incomes. It is usually the non-urban areas where the poorest people are to be found. If tourism can develop using natural infrastructure and climatic advantage, it often is a cost-effective way of meeting national development objectives. Summary Despite these important economic advantages from tourism, there is a growing concern that as tourism is essentially an international exchange of people, and people bring with them their social preferences and prejudices, some inter-cultural conflict may develop.

## **Chapter3:Psychological Dimensions and the Motivations of Travel**

### **INTRODUCTION**

**motivations parameters**

### **DEFINITION AND ROLE OF MOTIVATION**

**Travel motivations**

## INTRODUCTION

All those factors that create a desire in a person to travel to place other than his usual residence can be understood as Travel Motivators. They are the internal psychological influences affecting individual choices. Motivations for travel incorporate a broad range of human experiences and behaviours. A brief list of travel motivations might include rest and relaxation, recreation, excitement, social interaction with friends and relations, adventure, physical challenges and escape from routine work and stress.

**A motive can be defined** as a person's basic predisposition to reach for or to strive towards a general class of goals. Motivation may be based upon physiological needs and desires acquired through an extended period of experience.

### **motivations parameters**

These include the parameters of creativeness, knowledge, experience, achievement, rest, socialization, sports, family togetherness, escape, fun and travel bragging. Also, the intrinsic desire to learn about any culture or its particular aspect contributes to cultural push-pull factor in promoting tourism further suggested that identity-related desire also contributes to culture-based tourism. It offers tourists an opportunity for self-evaluation, self-reflection, self-exploration, and self-discovery.

## **DEFINITION AND ROLE OF MOTIVATION**

### **Physical Motivators**

Physical Motivators : These are associated with physical relaxation and rest, sporting activities and specific medical treatment. All are connected with an individual's bodily health and well-being.

### **- Cultural Motivators:**

Cultural Motivators These are connected with an individual's desire to travel, in order to learn about other countries people in those countries and their cultural heritage, expressed in art, music, literature, folklore etc.

### **Interpersonal Motivators:**

Interpersonal Motivators Psychological Dimensions and the Motivations of Travel

These are related to the desire to visit relatives, friends; to escape from one's family, workmates or neighbours; to meet new people and forge new friendships or simply to escape from the routine and stress of everyday life.

### **Status and Prestige Motivators**

Status and Prestige Motivators These are identified with the needs of personal esteem and personal development. These are related to travel for business or professional interests, for the

purpose of education and the pursuit of hobbies. The above discussed categories can be further sub-divided and explained under the following heads in order to facilitate in depth the understanding as to why increasing number of people are undertaking travel in the modern world today:

1. Pleasure 2. Relaxation 3. Health 4. Participation in sports 5. Curiosity and Culture 6. Ethnic and family 7. Spiritual and Religious 8. Status and prestige 9. Professional or business

Some of the motivations cited with respect to modern tourism can be enumerated as follows:

1. The discovery of places and countries with different geographies, lifestyles, cultures and language for the purpose of studies or for sheer enjoyment is a prime motivation.

2. Divine service as a travel-motivating force subsists in journeys to sacred religious places and pilgrimages.

3. Participation in events of religious or secular authority manifests itself today in the form of travel to political meetings and ceremonies.

4. Rest, relaxation, medical care or treatment of diseases may be the objects of travel to different places where there is natural or medical care.

5. Travel for the enjoyment of the beauties of the landscape has undergone modifications, both in the conception of what is

beautiful and in the expression of sentiment. Another very important motive behind travel can be enjoyment or participation in sporting activities. This includes travel for the sake of travelling or the joy felt in motion. In fact, this is only one sports activity, projected on the travel screen, in addition to the numerous other motive forces connected with sports for which landscape and nature provide the setting for the best possible practice and exercise.

### **Travel motivations**

These powerful influences are a mixture of interests (hobbies, leisure pursuits) and temperament. Classifications are complex because each traveller as an individual will have a number of preferences. Nevertheless it is usually possible to classify 'behaviour' groups to indicate main interests and indicate likely product demands and the marketing approach. Behaviour linked to purpose of visit determines travel patterns, where visitors go and their expenditures, thus shaping the evolution of the market, travel 'packages' and ultimately the destinations themselves. There is an important difference between the organized package traveller and the individual tourist. However, increasingly mass tourism creates a very large body of sophisticated international tourists able to make their own arrangements

## **Chapter4:Classifications of Types of Tourism**

### **Classifications of Types of Tourism**

### **Types and Forms of Tourism**

### **PRODUCTS AND ATTRACTIONS Structure**

### **CHARACTERISTICS OF TOURISM**

## **classifications of types of tourism:**

A- Tourism with goals With the aim of enjoying the tourism activities and the related activities that include recreation, cultural, religious, economic, industrial, political, therapeutic, sports and social activities, businessmen conferences and other activities and events, i.e. every type of tourism item attracts a specific segment of tourists, and the design of its services will be according to what they need and desire to achieve Individual or collective goals,.

B- Tourism within the scope of travel and nationality The type of tourism in the scope of travel and nationality is outside the political borders of the country, and in a legitimate manner that requires the presence of fundamental approvals from the visited country such as entry visas, or mutual international relations, with regard to holders of dual citizenship, or nationals of other countries, and representatives of companies, and this type is also subject to the nature of political relations The exchange of economic interests, intra-commerce or religious seasons as in (Hajj) and (Umrah), while domestic tourism does not require complicated or many procedures, the type of tourism is characterized by attracting large numbers of families, and provides a lot of money spent in this field, and it is linked in a particular season such as summer or school holidays Colleges, and tourism activities are concentrated within the framework of



the inner and coastal cities and tourist areas that have an impact in introducing tourists to their homeland and Tourism theory:

. C -:Tourism for the type of accommodation and transportation  
This type of tourism is characterized by its dependence on the nature and type of residence and the use of transportation for the tourist movement, and the time of the tourist season, as the number of tourists increases greatly annually, and most of the tourism activities take place in the summer season in most tourist countries, and the tourist movement needs places to stay in a wide and varied manner. The available beds are not sufficient to meet the actual need, which encouraged the tourism producers to find types of accommodation according to the approved tourist classification levels,

D-: **Virtual Tourism** Virtual tourism has become a reality in many countries of the world used as an alternative to transport tourists from their countries to other countries, with the aim of seeing the tourism natural resources, monuments, historical evidence and cultural properties that it enjoys. The idea of virtual tourism depends on taking the tourist on a virtual tour of tourist cities through a triple website. Dimensions simulate museums and shrines, and then apply the trip through a website. The advantages of virtual tourism are concentrated in bringing financial returns if tourism companies adopt the development of special software and applications and then market them

globally. Virtual tourism comes as an alternative for the tourist to move from his country to another country to see the actual and realistic effects and historical properties it possesses, as a result of the official complications that countries impose on crossing their lands in border areas such as airports, ports and land ports. Virtual tourism facilitates the process of virtual roaming in the various attractions in Tourist cities through a three-dimensional website that simulates museums, shrines, palaces, game cities and public parks. Science needs a continuous correction in its concepts and reading of the phenomena and the surrounding variables, and it can benefit from its pitfalls as well.

### **Types and Forms of Tourism**

.The types of tourism result mainly from the different motivations of the journey, i.e. the purpose of doing. Each type of tourism is distinguished by such specific purpose and it is specific to those regions where fixed purpose can be achieved by the existence of some specific facilities.

several types of tourism: tourism by transit, summer relaxation, winter sports, short distance relaxation. ,travel for rest and treatment, pilgrimage, and scientific knowledge, etc. Finally, in ,: tourism recreation, therapy, visitation, reduced distance relaxation, transit by tourism and professional tourism.

The types of tourism are dynamic in time, they vary a lot. The types of tourism presented in a given period are generated by the needs of its objectives, the level of cultural and social facilities and the existing means of transport.

## **CHARACTERISTICS OF TOURISM**

Although same principles of marketing of products are applicable to the marketing of tourism product, there are certain other elements in the approach. These differences are because of the peculiar character of the tourist product.

The following are the unique characteristics of a tourist product:

**Intangible - Non-Material** No transfer of ownership is possible as compared to a tangible product, e.g. a motorcar. This means that when a tourism product is bought, actually the buyer gets the right to use the product for a stipulated period and does not own the product. When a room in a hotel is bought, for example, it means the tourist has paid for the right to use the hotel room for a period for which he has paid but does not own the room.

**Production and Consumption** The travel agent or the person who sells his product cannot store it. There is a close link between production and consumption of tourist services. The production takes place at the place of consumption; that means one cannot bring the product to other place, e.g. if one has to enjoy luxor, he has to go there and luxor cannot be taken anywhere else.

**Assembled by Many Producers** The tourist product cannot be

provided by a single enterprise. Each of the elements of a tourist product makes the final product by itself. This is not so in the case of other tangible products where one manufacturer produces a total product. E.g. although tourism product is the combination of products such as transportation, accommodation can be sold as a single product by themselves. Demand Highly Unstable The demand is influenced by factors such as seasonal demands, economy, political reasons etc. The seasonal changes greatly affect the demand. Seasonally means the tourism plant is frequently used for a limited part of the year and therefore uneconomic. Many tourist areas have a short season - often as little as three months. A corollary of this seasonal usage is the seasonal unemployment, which is a serious problem. Some of the developing countries, which have recently established tourist industries, suffer particularly from seasonality. Seasonality also places strains on the transport system and other services. Thus, seasonality presents a problem not only in relation to employment but also in relation to investment. On the other hand, political unrest and economic instability caused by currency fluctuations and inflation etc. greatly affect tourism demand.

## **Chapter5:International,Regional,and Domestic tourism**

### **Domestic tourism**

- **Introduction and definitions**
- **The role of Media for Domestic Tourism Development:**
- **Significance and Benefits of Domestic Tourism**
- **Constraints of Domestic tourism Development:**
- **The Future of Domestic Tourism**

### **International and regional tourism**

## **Domestic tourism**

### **Introduction and definitions**

Domestic tourism is significantly more extensive than international tourism, accounting for at least 80 per cent of all tourism activity worldwide . According to UNWTO (2011) about 83% of the tourist arrivals at global level correspond to domestic tourism. However, domestic tourism receives less attention than international tourism, despite that the former drives the structure and nature of a nation's tourism industry . More so, it is the proving ground for the industry and it determines the level of international tourism in a country . Despite the dominance of domestic tourism and its importance in shaping a nation's tourism industry, international tourism is regarded as 'the tourism' and domestic tourism as the 'the other tourism,' thus suggesting that the latter is 'second-class' tourism. In terms of research too, the tourism community focuses more on international tourism, neglecting domestic tourism , , the country's tourism industry is biased towards the international market. The implication is that, the needs of the domestic market have been neglected for quite a long time. Information unearthed may be useful to destination managers and service providers in terms of product development and marketing. The provision and marketing of tourism products and services which take into cognisance the needs of the market

could eventually boost the participation of local people in tourism. Domestic tourism refers to “journeys and visits within a person’s home country” and the domestic tourist is understood to be “any person residing in a country who travels to a place within the country, outside his/her usual environment for a period not exceeding 12 months

However, the term ‘domestic tourism’ has different meanings in national accounts, mostly, it refers to the activities of resident visitors within and outside the country of reference, either as part of domestic or outbound tourism trips .

**Domestic tourism** for a country is an important revenue earner as it is generally far larger in terms of tourist numbers. It is important to note that the World Tourism organisation (WTO) emphasises that all tourism activities, whether related to holidays, business, conferences, congresses or fairs, health, adventure or ecotourism, must be sustainable. When badly managed, all forms of tourism will have an adverse impact on the biodiversity of a region. The following descriptions represent a brief selection of the various forms of tourism (many of which overlap with one another) that can be identified within the overall tourism sector:

### **Significance and Benefits of Domestic Tourism**

Domestic tourism accounts for upwards of four fifths of all tourism flows .Even in nations with internationally orientated

tourism industries, domestic tourism is demonstrated to be greater in terms both of size, and economic contribution a range of benefits emphasize the advantages of domestic tourism also. Domestic tourism is widely acknowledged for inducing a redistribution of national income, from richer, typically metropolitan areas, to poorer, usually rural and isolated ones .Hence, domestic tourism can offer opportunities for wealth transfer to, and sustainable development of poor regions, and without having to rely on further expansion of international mass tourism and its associated problems .

### **Constraints of domestic tourism development:**

Most tourism and hospitality business establishments put their priorities on foreign markets that set prices for services and products as per purchasing power of international visitors. As a result, many domestic travellers cannot afford the high prices which foreign travellers are willing to pay. Business owners are reluctant to lower their costs to accommodate the domestic tourist because it would result in a loss of income that could be easily gained through continuing efforts to attract the foreign market. Hence, poor pricing policies have led to a decline in domestic tourism. Income and living costs are the main determinant that influences the decision to travel. Therefore an increase in the price of attractions, accommodation, food and beverages and hospitality products leads to a highly significant influence (negatively) on the decision to participate in tourism .



**Obstacles:** time constraints, no income/unemployment and dislike travelling. Short length of stay low financial income, communication and inadequate information , poor attitudes by local communities towards considering tourism as a form of recreation and source of revenue, and overall low conservation education among local communities, high transport costs, inadequate time and lack of culture to visit attractions , absence of enterprises, and relatively similar cultures like a common language. It is also a means to establish brotherhood and strengthen national identity or solidarity among citizens of a country, and develop a sense of ownership for cultural and natural heritage properties that are available in the country which can result in proper conservation and protection of tourism attractions and transferring to the next generations. There are countries mostly developed nations such as the USA, France, Australia, UK, Poland and Germany and countries of emerging economies like China, India, Indonesia, Japan, Peru and Ukraine which have best practices in domestic tourism development

### **The future of domestic tourism**

IT concludes that a positive attitude toward tourism and travel leads to a positive intention to visit destinations. People may undertake tours in different mechanisms from self-arranged programs to mass travel arrangements organized by

professionally crafted travel agencies tour packages purchased from tour operations or experience your country clubs. Nowadays, visitors motivation and intention to visit attractions has been increased due to the fact that reduction in working hours, longer life expectancy, technological advancement in machines and the use of robots instead of human forces, dishwashers, computers, telephones, internet and automobiles which reduces working hours and improvement of transportation in terms of speed, safety and quality.

### **International and regional tourism**

encompasses the range of activities that visitors engage in while travelling to and staying in places outside their usual environment for not more than one consecutive year, for any primary purpose—business, leisure or other personal—except to be employed by a resident entity in the country or place visited. Global trends in tourism are expressed in terms of the number of international tourist arrivals in destinations, which quantifies the number of foreign tourists that arrive in a destination and stay for at least one night. 2015 marked the sixth consecutive year of above-average growth in international tourism since the global economic crisis in 2009. The number of international tourist arrivals (overnight visitors) in 2015 increased by 4.6% (an additional 52 million international tourists) from the previous year, reaching a total of 1.186 billion globally. By UNWTO region, the Americas and Asia and the Pacific recorded close to

6% growth in international tourist arrivals in 2015, with Europe experiencing 5% growth. In the same period, tourist arrivals in the Middle East (According to UNWTO classification, members of the Middle East region include Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Oman, Qatar, Saudi Arabia, Syrian Arab Republic, United Arab Emirates and Yemen.) increased by 2% while in Africa they declined by 3%, primarily due to weak tourist arrivals in North Africa. UNWTO expects 2016 to be the seventh consecutive year of above-average growth in the tourism sector. The tourism barometer published by UNWTO indicates that international tourist arrivals grew by 4% compared with the previous year between January and September 2016 with destinations around the world receiving 956 million international tourists (overnight visitors) during the same period. The highest increase in international arrivals between January and September 2016 was recorded in Asia and the Pacific region, a 9% increase compared with 2015, with a robust growth in all the Asian sub-regions. UNWTO forecasts expect international tourist arrivals to increase by 3.5–4.5% by the end of 2016, which is in line with the Organization's long-term projection of 3.8% annual growth for the period 2010–2020. VC World Tourism Organization (UNWTO) [2017]. All rights reserved. The World Tourism Organization has granted arrivals can be either international arrivals where tourists travel across international borders, or domestic arrivals where tourists travel

within their country. However, to date, availability of reliable data is limited to international arrivals; and hence, will focus on international tourist arrivals..

UNWTO statistics for the January– September 2016 period indicates that this trend is likely to continue in 2016.

**Regional Perspective** Another market trend, emerging economies are garnering an ever-greater share of global international tourist arrivals and are currently comparable to that of advanced economies (Advanced economies and emerging economies classifications are based on the International Monetary Fund (IMF. in 2015 only 54% of tourist arrivals took place in the top 15 destinations. show that emerging economy destinations (e.g. China, Turkey, Mexico, Russian Federation, Thailand and Malaysia) are gaining positions among the top 15 destinations replacing some more advanced economy destinations (e.g. Switzerland, Ireland, Norway, Netherlands and Denmark the regional distribution of international tourist arrivals (since 1950 and those projected in the future). Even though Europe traditionally has been the world's most visited region and is expected to maintain this status in the next decades, the data indicate that the fastest future growth will be concentrated in international tourist arrivals to the Asia and the Pacific and Americas regions.

## **Chapter6: International, Regional, and Domestic Tourism**

### **Travel and Tourism as an Integrated Discipline**

### **Factors that Encourage / Prohibit the Development of Tourism**

## **Travel and Tourism as an Integrated Discipline**

Tourism embraces nearly all aspects of our society. Apart from its importance to economic changes, human socio-cultural activities and environmental development, tourism is related to other academic subjects such as geography, economics, history, languages, psychology, marketing, business and law, etc. Therefore, it is necessary to integrate a number of subjects to study tourism. For example, subjects such as history and geography help us understand more about the development of the historical and geographical resources of a tourist destination. Besides, subjects like marketing and business help us understand the promotion and marketing of tourism products. The study of information technology enhances our understanding of the importance of the global distribution system and its effect on tourism business. The study of religion and culture provides information on the cultural resources of a destination and opportunities to develop it as a cultural destination. Tourism is so vast, so complex, and so multifaceted that there is a wide range of subjects related to tourism. The vast majority of business organizations such as travel agents, meeting planners, and other service providers including accommodation, transportation, attractions and entertainment are classified as travel and tourism related business. In practice, these organizations are closely linked in the provision of services to the travellers. Tourism is so vast, so complex, and so

multifaceted that the practitioners need to obtain a wide range of knowledge related to tourism.

Detail descriptions of these elements are provided as follow:

1) Travellers Travellers are at the centre where all tourism activities are focused. Radiating from the centre are three large bands containing several interdependent groups of tourism participants and organizations.

2) Tourism promoters are, in close contact with the travellers. Organizations include tourism boards, direct marketing companies, meeting planners, travel agents and tour operators. The tourism boards and direct marketing companies provide information and marketing services to travelers whereas travel agencies, tour operators and meeting planners provide services such as making travel arrangements and giving professional advice on tourism related matters. All these organizations usually deal directly with individual travellers.

3) Tourism Service Suppliers Tourism service suppliers, such as airline companies, bus operators, railway corporations, cruise ship operators, hotels and car rental companies, etc. usually provide services to travellers independently. The service suppliers may also collaborate to provide tour packages for travellers by combining the various services such as accommodation, air transportation, theme park entrance ticket, etc.

4) External Environment All of the participants, either individually or as a group, are constantly responding to a variety of societal/cultural, political, environmental, economic and technological forces. It is the interaction of these forces that determine how closely the individuals and organizations work together.

(i) Societal/Cultural forces Such as the local skill and know how, the indigenous cultures of the destination and the attitude of local people towards the tourists would have a significant impact on the tourist experience in a destination.

(ii) Political forces Such as government support on infrastructure, its policy on tourism planning, the diplomatic relations between tourist generating countries and tourist destination countries, etc. determines the environment of tourism development.

(iii) Environmental forces Such as the problems of congestion, pollution, hygienic conditions, loss of green belts caused by excessive urbanization and development of tourism may destroy the pleasant ambiance of the destination which visitors look for.

(iv) Economic forces Such as the disposable income of tourist and the affordability of a destination affect the desire to travel.

(v) Technological forces Such as the popularity of using the Internet for searching information, reservation or purchasing of tourism products affect the tourists' buying behaviour. The



traditional way of distributing tourism products through intermediaries, such as travel agents, tour wholesalers is facing a great challenge. Now that travellers can deal directly with the suppliers, such as airlines, hotels, operators of attractions to purchase tourism products, they can almost by-pass travel agents.

**Factors that Encourage / Prohibit the Development of Tourism** As seen in the above point, changes of various factors, including social, cultural, political, environmental, economic and technological forces could lead to both positive and negative effects on tourism. The influences of these factors on tourism development are unique and could be different in different countries.

Demographic trends and social changes will have important impacts on the future development of the industry. The fact that people are living longer, the fall in the number of young people, They all point to the fact that the type of travel and tourism products and services will change radically. Example: the aging population will be an opportunity for the cruise travel market where seniors are their key target groups.

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